

WHAT IS CLAIMED IS:

1. A method for tracking the use of a web tool by a web user, comprising:
 providing a web user through a web user computer access to a web tool;
 transmitting to the web user computer one or more web page files in connection with
 the user accessing the web tool; and
 inserting within at least one of the web page files a command having embedded user
 information associated with the web user's use of the web tool, the command causing the web
 user computer to transmit to a server, designated within the command, a request that includes
 the embedded user information, wherein the user information is stored in a database in
 response to the request being processed by the designated server.
2. The method of claim 1 wherein the command comprises a mark up language
 image tag.
3. The method of claim 2 wherein the command includes a BIT tag with the user
 information embedded in a BIT URL.
4. The method of claim 1 wherein the web tool is provided to a plurality of web
 users with each user receiving at least one web page having a command with embedded user
 information, wherein the user information for each user is transmitted to the designated
 server.
5. The method of claim 1 wherein the user information is stored in an error log
 within the designated server.
6. The method of claim 1 wherein the request is a request for retrieving an image
 file from the designated server, which has an Internet program with an error log, wherein the
 Internet program stores the user information in the error log in response to an error being
 generated by the server not finding the file that is to be retrieved.

1 7. The method of claim 1 wherein the request is a request for retrieving an image
2 file from the designated server, which has an Internet program with an error log, wherein the
3 processed request generates an error when the image file is not found by the server, the
4 method further comprising identifying the request in response to the generated error and
5 storing the user information in a database that is separate from the error log.

1 8. The method of claim 1 wherein the act of inserting includes inserting the
2 command in the at least one web page file so that it causes substantially no error graphic to be
3 displayed to the user in response to an image file designated within the command not being
4 retrieved.

1 9. A system for tracking web users use of a web tool, comprising:
2 a web tool server configured to be operably connected to one or more web user
3 computers, the web tool server having a web tool program for providing to each web user
4 computer one or more web page files in a web tool session, the web tool server inserting
5 within at least one of the web page files associated with the session a command having
6 embedded user information associated with a web user's use of the web tool; and
7 a designated server configured to be operably connected to the one or more web user
8 computers, wherein the command when executed by a web user computer causes the web
9 user computer to transmit to the designated server a request that includes the embedded user
10 information, wherein the user information is stored in a database in response to the request
11 being processed by the designated server.

1 10. The system of claim 9 wherein the database is an error log within the
2 designated server.

1 11. The system of claim 10 wherein the designated server includes an Internet
2 program for implementing the designated server as a web server, wherein the Internet
3 program stores user information from a request into the error log in response to an error being
4 generated by the request at the designated server.

1 12. The system of claim 11 wherein the request includes a BIT URL with a
2 designated broken image file that cannot be found within the designated server, which causes
3 the error to be generated by the Internet program.

1 13. The system of claim 9 wherein the designated server includes an Internet
2 program for implementing a web server with an error log, wherein the user information is
3 stored in the database separate from the error log.

1 14. The system of claim 13 wherein the Internet program includes a BIT module
2 for storing the user information in the database rather than the error log.

1 15. The system of claim 9 wherein the command includes a BIT tag that is
2 implemented with a mark-up language tag.

1 16. The system of claim 15 wherein the mark up language tag is an HTML image
2 tag.

1 17. The system of claim 9 wherein the Web tool server and designated server are
2 implemented in the same computer.

1 18. A web tool system having the capability of tracking a user's use of a web tool,
2 comprising:

3 a web tool server communicatively linked to a web user computer for providing a web
4 user with access to a web tool, the web tool server having a web tool program for generating
5 and providing to the web user computer one or more web page files in connection with the
6 web user engaging in a session with the web tool;

7 a designated server communicatively linked to the web user computer, the designated
8 server including a web server with an error log; and

9 a user information database server communicatively linked to the designated server,
10 wherein the web tool program inserts into at least one of the one or more web tool pages for a
11 web user session, a command having embedded user information associated with the web
12 user's use of the web tool, the command causing the web user computer to transmit to the
13 designated server a request that includes the embedded user information, wherein the
14 designated server transfers the user information from the request to the user information
15 database in response to processing the received request.

1 19. The system of claim 18 wherein the request causes the designated server to
2 generate a broken image error, the designated server including a module for transferring the
3 user information into the user information database rather than the error log in response to
4 detecting the generated broken image error.

1 20. The system of claim 18 wherein the command is a BIT tag that includes a BIT
2 URL with a broken image file designation.

1 21. A computer program product for tracking the use of a web tool by a web user,
2 the product having computer readable instructions thereon that when executed cause a
3 computer to perform the following acts:

4 providing a web user through a web user computer access to a web tool;
5 transmitting to the web user computer one or more web page files in connection with
6 the user accessing the web tool; and

7 inserting within at least one of the web page files a command having embedded user
8 information associated with the web user's use of the web tool, the command causing the web
9 user computer to transmit to a server, designated within the command, a request that includes
10 the embedded user information, wherein the user information is stored in a database in
11 response to the request being processed by the designated server.

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